

Raise your glasses to Makro's Festive Liquor Catalogue

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Makro's 2018 Festive Liquor Catalogue was exclusively launched in Sandton at an invite-only event attended by celebrities, the media, liquor connoisseurs and business leaders. Presented just in time for the festive season, the catalogue features a range of top-notch premium liquor.



Doug Jones, Chief Executive Officer of Makro South Africa

Among the most desired from the range is the 40-year-old Balvenie single malt from Speyside in Scotland, stylishly presented in a distinctive wooden box, which won Gold Outstanding at the 2018 International Wine and Spirit Competition, and Gold at the previous three years' competitions.

Luxurious cognacs – including LOUIS XIII, aged between 40 and 100 years packaged in a classy Baccarat decanter, sells for R45,000, and Hennessy Richard Cognac Blend of the Grand Siècles, presented in a numbered carafe of pure handblown crystal, for R54,999 – will also be available for purchase.



Vuyo Dabula, Rosette Ncwana, Dj Kimmy K, Lyle Volkwyn, Diana Pengilly

Makro's catalogue also includes Diageo's 2018 highly-coveted, limited-edition series of special releases. Top of this series is Johnnie Walker Blue Label Ghost and Rare Port Ellen. Priced at R4,299 and bottled at 56% alcohol by volume, this unique Blue Label was created by Johnnie Walker's master distiller, Jim Beveridge.

Makro is home to the world's leading wine, spirits and beer brands, and is never far away with 21 stores located across South Africa. In-store a collection of whiskies are available ranging from R100 to R650,000.

Thanks to Makro's easy-to-use mCard app, launched last year, shoppers can score big. The more they buy in-store or online, the more they win in the form of cash-back paid into their mWallet. There are 35 products in this year's Festive catalogue with mRewards and if a customer purchases all of them, they could say cheers to R60,000 in their mWallet.

Gin is the new trendsetting drink, and Makro is leading the way. Not only does the catalogue feature 48 gins – with another 22 available in-store and online – but Makro is also a partner in the Sunday Times Lifestyle Gin of the Year Awards. Professional judges and members of the public participated in blind tests last month and the catalogue showcases these finalists. The winning brands, one local and one international, were announced on Friday, 19 October at the Sunday Times Gin of the Year Awards Ceremony.

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